

**CLAIM AMENDMENTS AND LISTING OF CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A system comprising:

a user computer, coupled to ~~a data network~~ the Internet, to display a user interface usable to enter a plurality of purchase preferences; and

~~a broadcast-based-client-side device that includes a set top box that is coupled to the Internet and to a television programming source, coupled to the network,~~  
to receive user preference data from ~~said data network~~ the Internet based on said plurality of purchase preferences, and to receive broadcast programming content from ~~a broadcast the television programming source~~, said ~~broadcast-based-client-side device~~ set top box to include, a display to display a plurality of purchase options based on said plurality of purchase preferences, and

a user input device to select from among said plurality of purchase options, and to consummate a purchase transaction.

2. (Cancelled)

3. (Original) The system of claim 1, wherein said user interface is used to access a user account prior to entering said plurality of purchase preferences, said user account to be used to associate said plurality of purchase preferences with a particular user.

4. (Currently Amended) The system of claim 3, wherein said ~~broadcast-based-client-side device~~ is associated with said user account and said plurality of purchase preferences by performing a secure logon operation.

5. (Original) The system of claim 1, wherein said plurality of purchase preferences includes at least one of payment method, product preference information and product delivery information.

6. (Original) The system of claim 1, wherein said user preference data is based on at least one of said plurality of purchase preferences and a user profile, where said user profile is based on tracking user activities.

7. (Original) The system of claim 6, wherein said user activities include at least one of websites visited, online keyword searching, broadcast content viewed, broadcast content searching.

8. (Original) The system of claim 1, wherein said plurality of purchase options includes at least one of a list of downloadable/ recordable content that is available to purchase, products available to purchase and purchase history.

9. (Original) The system of claim 1, wherein said plurality of purchase options includes subscription-based video on demand (SVOD) purchase options.

10. (Original) The system of claim 1, wherein said plurality of purchase options are displayed on said display as an overlay to said broadcast programming content.

11. (Original) The system of claim 10, wherein said overlay is displayed based on said broadcast programming content that is currently being viewed on said display.

12. (Currently Amended) The system of claim 1, wherein said purchase transaction is consummated using a secure connection between said ~~broadcast-based~~ client-side device and a server coupled to ~~said data network~~ the Internet.

40. (New) A system comprising:

a user computer, coupled to a data network, to display a user interface usable to enter a plurality of purchase preferences; and

a broadcast-based client-side device, coupled to the network, to receive user preference data from said data network, said user preference data being based on at least one of said plurality of purchase preferences and a user profile, where said user profile is based on tracking user activities, and to receive broadcast programming content from a broadcast source, said broadcast-based client-side device to include, a display to display a plurality of purchase options based on said plurality of purchase preferences, and

a user input device to select from among said plurality of purchase options, and to consummate a purchase transaction.

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40. (New) A system comprising:

a user computer, coupled to a data network, to display a user interface usable to enter a plurality of purchase preferences; and

a broadcast-based client-side device, coupled to the network, to receive user preference data from said data network, said user preference data being based on at least one of said plurality of purchase preferences and a user profile, where said user profile is based on tracking user activities, and to receive broadcast programming content from a broadcast source, said broadcast-based client-side device to include, a display to display a plurality of purchase options based on said plurality of purchase preferences, and

a user input device to select from among said plurality of purchase options, and to consummate a purchase transaction.

13. (Original) The system of claim 12, wherein said server is a third-party retailer that is paid according to a payment method contained in said plurality of purchase preferences, and delivers a product according to a delivery method contained in said plurality of purchase preferences.

14-39 (Withdrawn)

40. (New) A system comprising:

a user computer, coupled to a data network, to display a user interface usable to enter a plurality of purchase preferences; and

a broadcast-based client-side device, coupled to the network, to receive user preference data from said data network, said user preference data being based on at least one of said plurality of purchase preferences and a user profile, where said user profile is based on tracking user activities, and to receive broadcast programming content from a broadcast source, said broadcast-based client-side device to include, a display to display a plurality of purchase options based on said plurality of purchase preferences, and

a user input device to select from among said plurality of purchase options, and to consummate a purchase transaction.

41. (New) The system of claim 40, wherein said data network is the Internet, said broadcast source is a television programming source, and said client-side device includes a set top box that is coupled to the Internet and to said broadcast source.

42. (New) The system of claim 40, wherein said user interface is used to access a user account prior to entering said plurality of purchase preferences, said user

*Note: see  
attached clean  
copy of claim 40*

account to be used to associate said plurality of purchase preferences with a particular user.

43. (New) The system of claim 42, wherein said broadcast-based client-side device is associated with said user account and said plurality of purchase preferences by performing a secure logon operation.

44. (New) The system of claim 40, wherein said plurality of purchase preferences includes at least one of payment method, product preference information and product delivery information.

45. (New) The system of claim 40, wherein said user activities include at least one of websites visited, online keyword searching, broadcast content viewed, broadcast content searching.

46. (New) The system of claim 40, wherein said plurality of purchase options includes at least one of a list of downloadable/ recordable content that is available to purchase, products available to purchase and purchase history.

47. (New) The system of claim 40, wherein said plurality of purchase options includes subscription-based video on demand (SVOD) purchase options.

48. (New) The system of claim 40, wherein said plurality of purchase options are displayed on said display as an overlay to said broadcast programming content.

49. (New) The system of claim 48, wherein said overlay is displayed based on said broadcast programming content that is currently being viewed on said display.

50. (New) The system of claim 40, wherein said purchase transaction is consummated using a secure connection between said broadcast-based client-side device and a server coupled to said data network.

51. (New) The system of claim 50, wherein said server is a third-party retailer that is paid according to a payment method contained in said plurality of purchase preferences, and delivers a product according to a delivery method contained in said plurality of purchase preferences.